

TENT COOPERATION TRE Y

PCT

NOTIFICATION OF ELECTION

(PCT Rule 61.2)

From the INTERNATIONAL BUREAU

To:

Assistant Commissioner for Patents
United States Patent and Trademark
Office
Box PCT
Washington, D.C.20231
ÉTATS-UNIS D'AMÉRIQUE

in its capacity as elected Office

Date of mailing (day/month/year) 08 November 1999 (08.11.99)	
International application No. PCT/NO99/00053	Applicant's or agent's file reference E06996 JFL/JB
International filing date (day/month/year) 18 February 1999 (18.02.99)	Priority date (day/month/year) 20 February 1998 (20.02.98)
Applicant NYBORG, Morten	

1. The designated Office is hereby notified of its election made:

☒ in the demand filed with the International Preliminary Examining Authority on:

14 September 1999 (14.09.99)

☐ in a notice effecting later election filed with the International Bureau on:2. The election ☒ was☐ was not

made before the expiration of 19 months from the priority date or, where Rule 32 applies, within the time limit under Rule 32.2(b).

<p>The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland</p> <p>Facsimile No.: (41-22) 740.14.35</p>	<p>Authorized officer F. Baechler</p> <p>Telephone No.: (41-22) 338.83.38</p>
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PATENT COOPERATION TREATY

PCT

From the INTERNATIONAL BUREAU

NOTIFICATION OF THE RECORDING
OF A CHANGE(PCT Rule 92bis.1 and
Administrative Instructions, Section 422)

To:

LANGFELDT, Jens, F., C.
Bryns Patentkontor A/S
P.O. Box 765
Sentrum
N-0106 Oslo
NORVÈGE

Date of mailing (day/month/year) 12 July 2000 (12.07.00)	IMPORTANT NOTIFICATION
Applicant's or agent's file reference E06996 JFL/JB	
International application No. PCT/NO99/00053	International filing date (day/month/year) 18 February 1999 (18.02.99)

1. The following indications appeared on record concerning:		
<input checked="" type="checkbox"/> the applicant	<input type="checkbox"/> the inventor	<input type="checkbox"/> the agent
<input type="checkbox"/> the common representative		
Name and Address MORTEN NYBORG A.S Lilleengveien 1B N-1342 Jar Norway	State of Nationality NO	State of Residence NO
	Telephone No.	
	Facsimile No.	
	Teleprinter No.	
2. The International Bureau hereby notifies the applicant that the following change has been recorded concerning:		
<input type="checkbox"/> the person	<input checked="" type="checkbox"/> the name	<input checked="" type="checkbox"/> the address
<input type="checkbox"/> the nationality		
<input type="checkbox"/> the residence		
Name and Address INTERMERCIAL A.S Lilleakerveien 10 N-0283 Oslo Norway	State of Nationality NO	State of Residence NO
	Telephone No.	
	Facsimile No.	
	Teleprinter No.	
3. Further observations, if necessary:		
4. A copy of this notification has been sent to:		
<input checked="" type="checkbox"/> the receiving Office	<input type="checkbox"/> the designated Offices concerned	
<input type="checkbox"/> the International Searching Authority	<input checked="" type="checkbox"/> the elected Offices concerned	
<input type="checkbox"/> the International Preliminary Examining Authority	<input type="checkbox"/> other:	

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer A. Karkachi
Facsimile No.: (41-22) 740.14.35	Telephone No.: (41-22) 338.83.38

TENT COOPERATION TRE

PCT

NOTIFICATION OF THE RECORDING
OF A CHANGE(PCT Rule 92bis.1 and
Administrative Instructions, Section 422)

From the INTERNATIONAL BUREAU

To:

AS BERGEN PATENTKONTOR
C. Sundtsgt. 36
N-5008 Bergen
NORVÈGE

Date of mailing (day/month/year) 27 October 1999 (27.10.99)	IMPORTANT NOTIFICATION
Applicant's or agent's file reference RG/iek Case 1	
International application No. PCT/NO98/00053	International filing date (day/month/year) 24 February 1998 (24.02.98)

1. The following indications appeared on record concerning:		
<input type="checkbox"/> the applicant	<input type="checkbox"/> the inventor	<input checked="" type="checkbox"/> the agent
<input type="checkbox"/> the common representative		
Name and Address A/S BERGEN PATENTKONTOR Strandgt. 191 N-5004 Bergen Norway	State of Nationality	State of Residence
	Telephone No. 55 31 14 30	
	Facsimile No. 55 96 22 92	
	Teleprinter No.	
2. The International Bureau hereby notifies the applicant that the following change has been recorded concerning:		
<input type="checkbox"/> the person	<input type="checkbox"/> the name	<input checked="" type="checkbox"/> the address
<input type="checkbox"/> the nationality		
<input type="checkbox"/> the residence		
Name and Address AS BERGEN PATENTKONTOR C. Sundtsgt. 36 N-5008 Bergen Norway	State of Nationality	State of Residence
	Telephone No. 55 21 53 53	
	Facsimile No. 55 21 53 50	
	Teleprinter No.	
3. Further observations, if necessary: The indication of a new address of the agent on the demand (Form PCT/IPEA/401) has been considered a request for a change under Rule 92bis. In case of disagreement, the International Bureau should be notified immediately.		
4. A copy of this notification has been sent to:		
<input checked="" type="checkbox"/> the receiving Office	<input type="checkbox"/> the designated Offices concerned	
<input type="checkbox"/> the International Searching Authority	<input checked="" type="checkbox"/> the elected Offices concerned	
<input checked="" type="checkbox"/> the International Preliminary Examining Authority	<input type="checkbox"/> other:	

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer F. Baechler
Facsimile No.: (41-22) 740.14.35	Telephone No.: (41-22) 338.83.38

PATENT COOPERATION TREATY

26 JULI 2000

PCT

NOTIFICATION OF THE RECORDING
OF A CHANGE(PCT Rule 92bis.1 and
Administrative Instructions, Section 422)

From the INTERNATIONAL BUREAU

To:

LANGFELDT, Jens, F., C.
Bryns Patentkontor A/S
P.O. Box 765
Sentrum
N-0106 Oslo
NORVÈGE

Date of mailing (day/month/year) 12 July 2000 (12.07.00)	IMPORTANT NOTIFICATION
Applicant's or agent's file reference E06996 JFL/JB	
International application No. PCT/NO99/00053	International filing date (day/month/year) 18 February 1999 (18.02.99)

1. The following indications appeared on record concerning:

☒ the applicant ☐ the inventor ☐ the agent ☐ the common representative

Name and Address MORTEN NYBORG A.S Lilleengveien 1B N-1342 Jar Norway	State of Nationality NO	State of Residence NO
	Telephone No.	
	Facsimile No.	
	Teleprinter No.	

2. The International Bureau hereby notifies the applicant that the following change has been recorded concerning:

☐ the person ☒ the name ☒ the address ☐ the nationality ☐ the residence

Name and Address INTERMERCIAL A.S Lilleakerveien 10 N-0283 Oslo Norway	State of Nationality NO	State of Residence NO
	Telephone No.	
	Facsimile No.	
	Teleprinter No.	

3. Further observations, if necessary:

4. A copy of this notification has been sent to:

☒ the receiving Office ☐ the designated Offices concerned
☐ the International Searching Authority ☒ the elected Offices concerned
☐ the International Preliminary Examining Authority ☐ other:

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland Facsimile No.: (41-22) 740.14.35	Authorized officer A. Karkachi Telephone No.: (41-22) 338.83.38
--	---

To:

Bryns Patentkontor A/S
P.O Box 765, Sentrum
N-0106 OSLO

PCT

WRITTEN OPINION

(PCT Rule 66)

Date of mailing
(day/month/year)

10-03-2000

Applicant's or agent's file reference

E06996 JFL/JB

REPLY DUE

within 60 days
from the above date of mailing

International application No.

PCT/NO99/00053

International filing date (day/month/year)

18.02.1999

Priority date (day/month/year)

20.02.1998

International Patent Classification (IPC) or both national classification and IPC7

A 63 F 9/22 //H 04 N 7/14

Applicant

Morten Nyborg a.s et al

1. This written opinion is the first (first, etc.) drawn by this International Preliminary Examining Authority.
2. This opinion contains indications relating to the following items:
 - I ☒ Basis of the report
 - II ☐ Priority
 - III ☐ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
 - IV ☐ Lack of unity of invention
 - V ☒ Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
 - VI ☒ Certain documents cited
 - VII ☐ Certain defects in the international application
 - VIII ☐ Certain observations on the international application
3. The applicant is hereby invited to reply to this opinion.

When? See the time limit indicated above. The applicant may, before the expiration of that time limit, request this Authority to grant an extension, see Rule 66.2(d).

How? By submitting a written reply, accompanied, where appropriate, by amendments, according to Rule 66.3. For the form and the language of the amendments, see Rules 66.8 and 66.9.

Also For an additional opportunity to submit amendments, see Rule 66.4.
For the examiner's obligation to consider amendments and/or arguments, see Rule 66.4bis.
For an informal communication with the examiner, see Rule 66.6.

If no reply is filed, the international preliminary examination report will be established on the basis of this opinion.
4. The final date by which the international preliminary examination report must be established according to Rule 69.2 is: 20.06.2000

Name and mailing address of the IPEA/SE

Patent- och registreringsverket
Box 5055
S-102 42 STOCKHOLM

Telex
17978
PATOREG-S

Facsimile No. 08-667 72 88

Authorized officer

Jan Silfverling/CL
Telephone No. 08-782 25 00

I. Basis of the report

1. This opinion has been drawn on the basis of (*Substitute sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this opinion as "originally filed".*):

- ☒ the international application as originally filed.
- ☐ the description, pages _____, as originally filed,
pages _____, filed with the demand,
pages _____, filed with the letter of _____.
- ☐ the claims, Nos. _____, as originally filed,
Nos. _____, as amended under Article 19,
Nos. _____, filed with the demand,
Nos. _____, filed with the letter of _____.
- ☐ the drawings, sheets/fig _____, as originally filed,
sheets/fig _____, filed with the demand
sheets/fig _____, filed with the letter of _____.

2. The amendments have resulted in the cancellation of:

- ☐ the description, pages _____
- ☐ the claims, Nos. _____
- ☐ the drawings, sheets/fig _____

3. ☐ This opinion has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the supplemental Box (Rule 70.2(c)).

4. Additional observations, if necessary:

V. Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	_____	YES
	Claims	<u>1-15</u>	NO
Inventive step (IS)	Claims	_____	YES
	Claims	<u>1-15</u>	NO
Industrial applicability (IA)	Claims	<u>1-15</u>	YES
	Claims	_____	NO

2. Citations and explanations

The invention relates to a method and a device for announcing to TV viewers

via the screen of their TV-set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program. The key code contains elements that are each transmitted in succession to the screen of the TV set in the form of signs and/or symbols within selected time slots in at least one TV program and/or in at least one TV commercial spot. The key code for every announcement is selected automatically and randomly among a predetermined number of different key codes.

The search report revealed the following documents:

D1: WO 9320914 A1
 D2: US 5545088 A
 D3: WO 9405117A1
 D4: US 5719619 A
 D5: US 5679077 A
 D6: EP 0745412 A1

D1 discloses a television game for entertaining viewers and maintaining viewership during television programs and commercials. In the illustrated embodiment, black spaces are detected at the ends of television program and commercial signals. Game clues are randomly inserted into the black spaces and displayed on viewers' televisions. At the end of the game, after multiple game clues have been revealed, the viewers report their answers to win prizes.

.../...

Supplemental Box
(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: V

The main scope of the invention, as it is understood from claims 1-15, is not considered to disclose an inventive step, based on what is known from D1 (see specially page 5, line 23 - line 34; page 7, line 21 - line 29; page 11, line 15 - page 12, line 2; page 13, line 3 - line 24, claims 2,6,7,8,11,12).

The cited documents D2 - D6 discloses the state of the art.



Bryns Patentkontor A/S

Established 1877
Enterprise No. 910877713

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IPEA/SE
Patent- och registreringsverket
Box 5055
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08 May 2000

Your ref.:
Our ref.: E06996 JFL/GJ

International Application No. PCT/NO99/00053 av 18.2.99
Morten Nyborg AS et al

Dear Sirs,

This is in response to the PCT Written Opinion of 10 March 2000.

We enclose a new set of claims where new claim 1 is a combination of previous claims 1, 2, 4 and 7.

New claim 2 corresponds to previous claim 7.

Claim 3 highlights that the said selected time units of the TV program and/or TV commercial spot at which said time slots are located are randomly selected by an automatically operating selection device. Thus, new claim 3 is substantially the combination of previous claim 3 and previous claim 7.

New claim 4, 5, 6 and 7 are corresponding to previous claims 5, 6, 7 and 8.

New claim 8 includes the language of previous claims 9 and 10. New claim 9 corresponds to previous claim 11. New claim 10 corresponds to previous claim 12.

New claims 11 and 12 correspond to previous claims 14 and 13, respectively. New claim 13 highlights that the selection device selects the positioning of the time sections at random and automatically.

New claim 14 corresponds to previous claim 15.

It is considered that the new set of claims does not introduce any new matter in the patent sence and that the claims therefore should be entered.

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P.O.BOX 765 SENTRUM	KARL JOHANS GT. 25	+47 22 91 04 00	INFO@BRYNSPAT.NO	+47 22 91 05 00	6001 05 66471	0814 5102678

In the report of 10 March 2000, the PCT/IPEA examiner has pointed out reference D1 in particular. It is a particular feature of reference D1 that game clues are randomly inserted into the black spaces of a television transmission. Black spaces are time sections during which no TV program or TV commercial spot is transmitted. Furthermore, there is no suggestion in reference D1 for randomly selecting the key code nor successively transmitting key code elements within selected time slots of TV program and or during a TV commercial spot, said time slots respectively located within selected time units of the TV program and/or TV commercial spot.

It should particularly be pointed out that transmission of key code during black spaces is a method which is totally unacceptable by TV advertising companies because the viewers will then not be viewing the TV commercial paid for by the advertiser or the TV program sponsored by the TV advertiser, and the present invention therefore provides a solution which is totally different in concept from what has been stated inter alia on page 5, lines 23-34 of reference D1. The same applies to the same reference, page 7, lines 21-29, and page 11, line 15 to page 12, line 2.

The examiner has further referred to page 13, lines 3-24. It should be noted that that section of the reference highlights at clues being aired during a very brief time slot at the end of a taped commercial or during the fade-to-black period at the end of the commercial. Contrary thereto, the present invention provides for elected (preferably elected at random) time slots being located within selected time units or time sections of a TV program and/or TV commercial spot. Thus, by doing so, the TV viewer will have no pre-warning about when a clue is to be expected, contrary to reference D1 where the TV viewer will always expect the "clue" to appear at the very end of the TV commercial or in the black space. An important aspect in this context is that D1 in particular states that "since the clues can only be revealed during time slots which are variable according to errors in calculating the total running time of an existing commercial or by appending the clues to the fade period of existing commercial, the display of the clues is inherently random." This is not at all what the present invention is concerned with, as the present invention provides for a key code element to be transmitted during any point of time of a TV program or TV commercial, in that the key code is superimposed on the on-going TV program and/or TV commercial spot. In fact D1 teaches transmission of the "clue" when the program or TV commercial has stopped and there is still available a few seconds before a black space will occur, unless a "clue" is revealed during the black space.

Furthermore, the examiner has pointed out to claims 2, 6, 7, 8, 11 and 12 in said reference D1. Claim 2 thereof highlights the information, game clues and instructions to be located in randomly selected black spaces, contrary to the teachings of the present invention.

Claim 6 of the reference indicates game information randomly inserted in the television commercial time, the game information comprising at least one question having an answer, and at least one clue. This is not what the present novel invention is related to. Claim 7 of the reference states that the game information further comprises at least one closing clue for displaying information for which viewers can report answers to the question, and winner announcement means for announcing any winners having the correct answers. There is no suggestion of that teaching in the present invention.

The reference to claim 8 in reference D1 is considered to be out of context.

Claims 11 and 12 of reference D1 again refer to the use of the black spaces. In view of the major focusing on the use of the black spaces in the system disclosed in reference D1 it is believed that reference D1 is not a bar against novelty and inventive step of the present invention.

It should be pointed out that the same reference D1 has been applied as primary reference in the corresponding Norwegian application 19985731, and that the Norwegian examiner very recently has indicated the Norwegian application to be allowable, provided that the claims are amended as in the present set of claims now presented to PCT/IPEA.

Reconsideration of the conditions for novelty, inventive step and industrial applicability is respectfully submitted.

In case the IPEA examiner still has some second views on the novelty and inventive step issues of the present application, the applicant hereby requests an interview with the IPEA examiner to discuss the application and show a sample on how the invention is carried out in practice.

This application is extremely important to the applicant and careful reconsideration should therefore be made.

Yours faithfully
BRYNS PATENTKONTOR A/S

Jens F. C. Langfeldt

Enclosure(s):
Amended claims

Amended Patent Claims

1.

A method for announcing to TV viewers via the screen of their TV set a key code for
5 use in establishing contact, based on the telecommunications network, between a
selection of viewers and an established game program,
characterized in
that the key code contains elements that are each transmitted in succession to the screen
of the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within
10 selected time slots in at least one TV program and/or in at least one TV commercial spot
said timeslots being located within selected time units of the TV program and/or TV-
commercial spot, respectively,
that the key code for every announcement is selected randomly among a predetermined
number of different key codes, and
15 that the selection of viewers is determined as a function of a predetermined number of
viewers who by using the key code first manage to establish said contact.

2.

A method as disclosed in claim 1, characterized in that said random selection
20 is done with the aid of an automatically operating selection device.

3.

A method as disclosed in claim 1, characterized in that said selected timeunits
of the TV program and/or TV commercial spot at which said time slots are randomly
25 selected by an automatically operating selection device.

4.

A method as disclosed in claim 1, 2, or 3, characterized in that the duration
and/or the position of said time slots within a respective time unit is selected at random.
30

5.

A method as disclosed in claim 1, 2, 3 or 4, characterized in that the duration
of the display and/or the placement of the key code elements within a respective time slot
is selected at random.

6.

A method as disclosed in claim 4 or 5, characterized in that the random selection is made by the automatically operating selection device.

7.

A method as disclosed in claim 4, characterized in that the viewers establish said contact with the TV channel operator or the game program operator via a telephone network or a computer communications network.

8.

A device for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program,

15 characterized by

a key code generator which generates the elements of the key code and transmits each of these in succession to the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot, said time slots being located within selected time units of the TV
20 program and/or TV-commercial spot, respectively, said key code generator being included in a selection device designed to select the key code randomly among a predetermined number of different key codes for every key code announcement, and a line connector in the telecommunications network for connecting to the game program a predetermined number of TV viewers who by using the key code first manage to
25 establish said contact.

9.

A device as disclosed in claim 8, characterized in that said time slots respectively lie within randomly selected time units of the TV program and/or the TV
30 commercial spot.

10.

A device as disclosed in claim 8 or 9, characterized in that a time slot generator is included in the selection device to select duration and/or placement of the
35 time slots within respective time units.

11.

A device as disclosed in claim 10, characterized in that the selection device selects at random and automatically the duration and/or the placement of said time slots within a respective time unit.

5

12.

A device as disclosed in claim 8, 9, 10 or 11, characterized in that a time unit generator is provided in said selection device to determine the placement of the time units within the TV program and/or the TV commercial spot.

10

13.

A device according to claim 12, characterized in that the selection device selects the positioning of the time sections at random and automatically.

15

14.

A device as disclosed in one or more of the preceding claims 8-13, characterized in that the key code generator is designed to select at random the duration of the display and/or the position of the key code elements within a respective time slot.

20

PATENT COOPERATION TREATY

PCT

INFORMATION CONCERNING ELECTED
OFFICES NOTIFIED OF THEIR ELECTION

(PCT Rule 61.3)

16 NOV 1999
From the INTERNATIONAL BUREAU

To:

LANGFELDT, Jens, F., C.
Bryns Patentkontor A/S
P.O. Box 765
Sentrum
N-0106 Oslo
NORVÈGE

Date of mailing (day/month/year) 08 November 1999 (08.11.99)		
Applicant's or agent's file reference E06996 JFL/JB		IMPORTANT INFORMATION
International application No. PCT/NO99/00053	International filing date (day/month/year) 18 February 1999 (18.02.99)	
Applicant MORTEN NYBORG A.S et al		Priority date (day/month/year) 20 February 1998 (20.02.98)

1. The applicant is hereby informed that the International Bureau has, according to Article 31(7), notified each of the following Offices of its election:

AP : GH, GM, KE, LS, MW, SD, SZ, UG, ZW

EP : AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE

National : AU, BG, BR, CA, CN, CZ, DE, IL, JP, KP, KR, MN, NO, NZ, PL, RO, RU, SE, SK, US

2. The following Offices have waived the requirement for the notification of their election; the notification will be sent to them by the International Bureau only upon their request:

EA : AM, AZ, BY, KG, KZ, MD, RU, TJ, TM

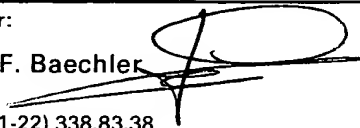
OA : BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG

National : AL, AM, AT, AZ, BA, BB, BY, CH, CU, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID,
IN, IS, KE, KG, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MW, MX, PT, SD, SG, SI, SL, TJ, TM,
TR, TT, UA, UG, UZ, VN, YU, ZW

3. The applicant is reminded that he must enter the "national phase" **before the expiration of 30 months from the priority date** before each of the Offices listed above. This must be done by paying the national fee(s) and furnishing, if prescribed, a translation of the international application (Article 39(1)(a)), as well as, where applicable, by furnishing a translation of any annexes of the international preliminary examination report (Article 36(3)(b) and Rule 74.1).

Some offices have fixed time limits expiring later than the above-mentioned time limit. For detailed information about the applicable time limits and the acts to be performed upon entry into the national phase before a particular Office, see Volume II of the PCT Applicant's Guide.

The entry into the European regional phase is postponed **until 31 months from the priority date** for all States designated for the purposes of obtaining a European patent.

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland Facsimile No. (41-22) 740.14.35	Authorized officer:  F. Baechler Telephone No. (41-22) 338.83.38
--	--

16 SEPT. 1999

From the
INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

PCT

To:

Bryns Patentkontor A/S
P.O. Box 765, Sentrum
N-0106 OSLO

NOTIFICATION OF RECEIPT
OF DEMAND BY COMPETENT INTERNATIONAL
PRELIMINARY EXAMINING AUTHORITY

(PCT Rules 59.3(e) and 61.1(b), first sentence
and Administrative Instructions, Section 601(a))

Date of mailing
(day/month/year)

14-09-1999

Applicant's or agent's file reference

E06996 JFL/JB

IMPORTANT NOTIFICATION

International application No.

PCT/N099/00053

International filing date (day/month/year)

18-02-1999

Priority date (day/month/year)

20-02-1998

Applicant

Morten Nyborg a.s
et al

1. The applicant is hereby notified that this International Preliminary Examining Authority considers the following date as the date of receipt of the demand for international preliminary examination of the international application:

14-09-1999

2. This date of receipt is:



the actual date of receipt of the demand by this Authority (Rule 61.1(b)).



the actual date of receipt of the demand on behalf of this Authority (Rule 59.3(e)).



the date on which this Authority has, in response to the invitation to correct defects in the demand (Form PCT/IPEA/404), received the required corrections.

3. ☐

ATTENTION: That date of receipt is **AFTER** the expiration of 19 months from the priority date. Consequently, the election(s) made in the demand does (do) not have the effect of postponing the entry into the national phase until 30 months from the priority date (or later in some Offices) (Article 39(1)). Therefore, the acts for entry into the national phase must be performed within 20 months from the priority date (or later in some Offices) (Article 22). For details, see the *PCT Applicant's Guide*, Volume II.



(If applicable) This notification confirms the information given by telephone, facsimile transmission or in person on:

4. Only where paragraph 3 applies, a copy of this notification has been sent to the International Bureau.

Name and mailing address of the IPEA/
Patent- och registreringsverket
Box 5055
S-102 42 STOCKHOLM
Facsimile No. 08-667 72 88

Telex
17978
PATOREG-S

Authorized officer

Christina Wall

Telephone No. 08-782 25 00

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference E06996 JFF/JB	FOR FURTHER ACTION	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)
International application No. PCT/NO99/00053	International filing date (<i>day/month/year</i>) 18.02.1999	Priority date (<i>day/month/year</i>) 20.02.1998
International Patent Classification (IPC) or national classification and IPC ₇ A 63 F 9/22 // H 04 N 7/14		
Applicant Morten Nyborg a.s et al		

<p>1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.</p> <p>2. This REPORT consists of a total of <u>4</u> sheets, including this cover sheet.</p> <p><input type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).</p> <p>These annexes consist of a total of <u>3</u> sheets.</p> <p>3. This report contains indications relating to the following items:</p> <ul style="list-style-type: none"> I <input checked="" type="checkbox"/> Basis of the report II <input type="checkbox"/> Priority III <input type="checkbox"/> Non-establishment of opinion with regard to novelty, inventive step and industrial applicability IV <input type="checkbox"/> Lack of unity of invention V <input checked="" type="checkbox"/> Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement VI <input type="checkbox"/> Certain documents cited VII <input type="checkbox"/> Certain defects in the international application VIII <input type="checkbox"/> Certain observations on the international application

Date of submission of the demand 14.09.1999	Date of completion of this report 17.05.2000
Name and mailing address of the IPEA/SE Patent- och registreringsverket Telex Box 5055 17978 S-102 42 STOCKHOLM PATOREG-S	Authorized officer Jan Silfverling/Els Telephone No. 08-782 25 00
Facsimile No. 08-667 72 88	

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/NO99/00053

I. Basis of the report

1. This report has been drawn on the basis of *(Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to the report since they do not contain amendments.)*:

- ☐ the international application as originally filed.
- ☒ the description, pages 1-5, as originally filed,
 pages _____, filed with the demand,
 pages _____, filed with the letter of _____,
 pages _____, filed with the letter of _____.
- ☒ the claims, Nos. _____, as originally filed,
 Nos. _____, as amended under Article 19,
 Nos. _____, filed with the demand,
 Nos. 1-14, filed with the letter of 08.05.2000,
 Nos. _____, filed with the letter of _____.
- ☒ the drawings, sheets/fig 1-2, as originally filed,
 sheets/fig _____, filed with the demand
 sheets/fig _____, filed with the letter of _____,
 sheets/fig _____, filed with the letter of _____.

2. The amendments have resulted in the cancellation of:

- ☐ the description, pages _____
- ☐ the claims, Nos. _____
- ☐ the drawings, sheets/fig _____

3. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the supplemental Box (Rule 70.2(c)).

4. Additional observations, if necessary:

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/NO99/00053

V. Resoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	<u>1-14</u>	YES
	Claims	_____	NO
Inventive step (IS)	Claims	<u>1-14</u>	YES
	Claims	_____	NO
Industrial applicability (IA)	Claims	<u>1-14</u>	YES
	Claims	_____	NO

2. Citations and explanations

This statement is based on the amended claims filed with the letter of 8 May 2000.

The present invention relates to a method and a device for announcing to TV viewers via the screen of their TV-set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program. The key code contains elements that are each transmitted in succession to the screen of the TV set in the form of signs and/or symbols within selected time slots in at least one TV program and/or in at least one TV commercial spot.

The key code for every announcement is selected automatically and randomly among a predetermined number of different key codes. The selection of viewers is determined as a function of a predetermined number of viewers who by using the key code first manage to establish said contact.

The International Search Report revealed the following documents:

D1: WO 9320914 A1
D2: US 5545088 A
D3: WO 9405117A1
D4: US 5719619 A
D5: US 5679077 A
D6: EP 0745412 A1

.../...

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/NO99/00053

Supplemental Box

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: V

D1 discloses a television game for entertaining viewers and maintaining viewership during television programs and commercials. In the illustrated embodiment, black spaces are detected at the ends of television programs and commercial signals. Game clues are randomly inserted into the black spaces and displayed on viewers' televisions. At the end of the game, after multiple game clues have been revealed, the viewers report their answers to win prizes.

The cited documents D2 - D6 disclose the state of the art.

The claimed invention now differs from what is disclosed in D1 as the amended claims disclose that the keywords are inserted randomly at various points of time in a display sequence, even during the displaying of the program. This means that the viewers must watch the entire display sequence in order to learn the specific key code elements presented during the program. As mentioned above in D1 black spaces, into which game clues are inserted, are only detected at the ends of television program and commercial signals.

Therefore, the invention according to claims 1 and 8 is novel and is considered to involve an inventive step and have industrial applicability.

The same applies for the dependent claims 2-7, and 9-14, as all refer to claims 1 and 8.

A m e n d e d P a t e n t C l a i m s

1.

A method for announcing to TV viewers via the screen of their TV set a key code for
5 use in establishing contact, based on the telecommunications network, between a
selection of viewers and an established game program,
c h a r a c t e r i z e d i n
that the key code contains elements that are each transmitted in succession to the screen
of the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within
10 selected time slots in at least one TV program and/or in at least one TV commercial spot
said timeslots being located within selected time units of the TV program and/or TV-
commercial spot, respectively,
that the key code for every announcement is selected randomly among a predetermined
number of different key codes, and
15 that the selection of viewers is determined as a function of a predetermined number of
viewers who by using the key code first manage to establish said contact.

2.

A method as disclosed in claim 1, c h a r a c t e r i z e d i n that said random selection
20 is done with the aid of an automatically operating selection device.

3.

A method as disclosed in claim 1, c h a r a c t e r i z e d i n that said selected timeunits
of the TV program and/or TV commercial spot at which said time slots are randomly
25 selected by an automatically operating selection device.

4.

A method as disclosed in claim 1, 2, or 3, c h a r a c t e r i z e d i n that the duration
and/or the position of said time slots within a respective time unit is selected at random.
30

5.

A method as disclosed in claim 1, 2, 3 or 4, c h a r a c t e r i z e d i n that the duration
of the display and/or the placement of the key code elements within a respective time slot
is selected at random.

08-05-2000

2

6.

A method as disclosed in claim 4 or 5, characterized in that the random selection is made by the automatically operating selection device.

5

7.

A method as disclosed in claim 4, characterized in that the viewers establish said contact with the TV channel operator or the game program operator via a telephone network or a computer communications network.

10

8.

A device for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program,

15 characterized by

a key code generator which generates the elements of the key code and transmits each of these in succession to the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot, said time slots being located within selected time units of the TV program and/or TV-commercial spot, respectively, said key code generator being included in a selection device designed to select the key code randomly among a predetermined number of different key codes for every key code announcement, and a line connector in the telecommunications network for connecting to the game program a predetermined number of TV viewers who by using the key code first manage to establish said contact.

25

9.

A device as disclosed in claim 8, characterized in that said time slots respectively lie within randomly selected time units of the TV program and/or the TV commercial spot.

30

10.

A device as disclosed in claim 8 or 9, characterized in that a time slot generator is included in the selection device to select duration and/or placement of the time slots within respective time units.

35

08-05-2000

3

11.

A device as disclosed in claim 10, characterized in that the selection device selects at random and automatically the duration and/or the placement of said time slots within a respective time unit.

5

12.

A device as disclosed in claim 8, 9, 10 or 11, characterized in that a time unit generator is provided in said selection device to determine the placement of the time units within the TV program and/or the TV commercial spot.

10

13.

A device according to claim 12, characterized in that the selection device selects the positioning of the time sections at random and automatically.

15 14.

A device as disclosed in one or more of the preceding claims 8-13, characterized in that the key code generator is designed to select at random the duration of the display and/or the position of the key code elements within a respective time slot.

20

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

REC'D 30 MAY 2000

WIPO

PCT

16

Applicant's or agent's file reference E06996 JFF/JB	FOR FURTHER ACTION See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. PCT/NO99/00053	International filing date (day/month/year) 18.02.1999	Priority date (day/month/year) 20.02.1998
International Patent Classification (IPC) or national classification and IPC ₇ A 63 F 9/22 // H 04 N 7/14		
Applicant Morten Nyborg a.s et al		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.
2. This REPORT consists of a total of <u>4</u> sheets, including this cover sheet. <input type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT). These annexes consist of a total of <u>3</u> sheets.
3. This report contains indications relating to the following items: I <input checked="" type="checkbox"/> Basis of the report II <input type="checkbox"/> Priority III <input type="checkbox"/> Non-establishment of opinion with regard to novelty, inventive step and industrial applicability IV <input type="checkbox"/> Lack of unity of invention V <input checked="" type="checkbox"/> Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement VI <input type="checkbox"/> Certain documents cited VII <input type="checkbox"/> Certain defects in the international application VIII <input type="checkbox"/> Certain observations on the international application

Date of submission of the demand 14.09.1999	Date of completion of this report 17.05.2000
Name and mailing address of the IPEA/SE Patent- och registreringsverket Box 5055 S-102 42 STOCKHOLM Facsimile No. 08-667 72 88 Telex 17978 PATOREG-S	Authorized officer Jan Silfverling/Els Telephone No. 08-782 25 00

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/NO99/00053

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 pages _____, filed with the demand,
 pages _____, filed with the letter of _____,
 pages _____, filed with the letter of _____.
- ☒ the claims, Nos. _____, as originally filed,
 Nos. _____, as amended under Article 19,
 Nos. _____, filed with the demand,
 Nos. 1-14 , filed with the letter of 08.05.2000 ,
 Nos. _____, filed with the letter of _____.
- ☒ the drawings, sheets/fig 1-2 . as originally filed,
 sheets/fig _____, filed with the demand
 sheets/fig _____, filed with the letter of _____,
 sheets/fig _____, filed with the letter of _____.

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- ☐ the description, pages _____
- ☐ the claims, Nos. _____
- ☐ the drawings, sheets/fig _____

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4. Additional observations, if necessary:

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/NO99/00053

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**1. Statement**

Novelty (N)	Claims	<u>1-14</u>	YES
	Claims		NO
Inventive step (IS)	Claims	<u>1-14</u>	YES
	Claims		NO
Industrial applicability (IA)	Claims	<u>1-14</u>	YES
	Claims		NO

2. Citations and explanations

This statement is based on the amended claims filed with the letter of 8 May 2000.

The present invention relates to a method and a device for announcing to TV viewers via the screen of their TV-set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program. The key code contains elements that are each transmitted in succession to the screen of the TV set in the form of signs and/or symbols within selected time slots in at least one TV program and/or in at least one TV commercial spot.

The key code for every announcement is selected automatically and randomly among a predetermined number of different key codes. The selection of viewers is determined as a function of a predetermined number of viewers who by using the key code first manage to establish said contact.

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D4: US 5719619 A
D5: US 5679077 A
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.../...

Supplemental Box

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: V

D1 discloses a television game for entertaining viewers and maintaining viewership during television programs and commercials. In the illustrated embodiment, black spaces are detected at the ends of television programs and commercial signals. Game clues are randomly inserted into the black spaces and displayed on viewers' televisions. At the end of the game, after multiple game clues have been revealed, the viewers report their answers to win prizes.

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Therefore, the invention according to claims 1 and 8 is novel and is considered to involve an inventive step and have industrial applicability.


The same applies for the dependent claims 2-7, and 9-14, as all refer to claims 1 and 8.



PCT

REQUEST

The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty.

For receipt Office use only	
PCT/NO 97 0 0 0 5 3	
International Application No.	
18 FEB. 1999 (18.02.99)	
International Filing Date	
 PATENTSTYRET Sivret for det industrielle rettsvern PCT International application	
Name of receiving Office and "PCT International Application"	
Applicant's or agent's file reference (if desired) (12 characters maximum) E06996 JFL/JB	

Box No. I TITLE OF INVENTION METHOD AND APPARATUS FOR ESTABLISHING CONTACT BETWEEN A SELECTION OF TV-VIEWERS AND AN ESTABLISHED GAME-PROGRAM

Box No. II APPLICANT

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)

Morten Nyborg a.s
Lilleengveien 1B
N-1342 JAR, NORWAY

☐ This person is also inventor.

Telephone No.

Facsimile No.

Teleprinter No.

State (that is, country) of nationality:

NORWAY

State (that is, country) of residence:

NORWAY

This person is applicant for the purposes of:

☐ all designated States

☒ all designated States except the United States of America

☐ the United States of America only

☐ the States indicated in the Supplemental Box

Box No. III FURTHER APPLICANT(S) AND/OR (FURTHER) INVENTOR(S)

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)

NYBORG, Morten
Lilleengveien 1B
N-1342 JAR, NORWAY

This person is:

☐ applicant only

☒ applicant and inventor

☐ inventor only (If this check-box is marked, do not fill in below.)

State (that is, country) of nationality:

NORWAY

State (that is, country) of residence:

NORWAY

This person is applicant for the purposes of:

☐ all designated States

☐ all designated States except the United States of America

☒ the United States of America only

☐ the States indicated in the Supplemental Box

☐ Further applicants and/or (further) inventors are indicated on a continuation sheet.

Box No. IV AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCE

The person identified below is hereby/has been appointed to act on behalf of the applicant(s) before the competent International Authorities as:

☒ agent

☐ common representative

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

LANGFELDT, Jens F.C.
BRYNS PATENTKONTOR A/S
P.O. Box 765, Sentrum
N-0106 OSLO, NORWAY

Telephone No.

22910400

Facsimile No.

22910500

Teleprinter No.

☐ Address for correspondence: Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.

Box No.V DESIGNATION OF STATES

The following designations are hereby under Rule 4.9(a) (mark the applicable check-boxes, at least one must be marked):

Regional Patent

- ☒ **AP** ARIPO Patent: GH Ghana, GM Gambia, KE Kenya, LS Lesotho, MW Malawi, SD Sudan, SZ Swaziland, UG Uganda, ZW Zimbabwe, and any other State which is a Contracting State of the Harare Protocol and of the PCT
- ☒ **EA** Eurasian Patent: AM Armenia, AZ Azerbaijan, BY Belarus, KG Kyrgyzstan, KZ Kazakhstan, MD Republic of Moldova, RU Russian Federation, TJ Tajikistan, TM Turkmenistan, and any other State which is a Contracting State of the Eurasian Patent Convention and of the PCT
- ☒ **EP** European Patent: AT Austria, BE Belgium, CH and LI Switzerland and Liechtenstein, CY Cyprus, DE Germany, DK Denmark, ES Spain, FI Finland, FR France, GB United Kingdom, GR Greece, IE Ireland, IT Italy, LU Luxembourg, MC Monaco, NL Netherlands, PT Portugal, SE Sweden, and any other State which is a Contracting State of the European Patent Convention and of the PCT
- ☒ **OA** OAPI Patent: BF Burkina Faso, BJ Benin, CF Central African Republic, CG Congo, CI Côte d'Ivoire, CM Cameroon, GA Gabon, GN Guinea, GW Guinea-Bissau, ML Mali, MR Mauritania, NE Niger, SN Senegal, TD Chad, TG Togo, and any other State which is a member State of OAPI and a Contracting State of the PCT (if other kind of protection or treatment desired, specify on dotted line)

National Patent (if other kind of protection or treatment desired, specify on dotted line):

- | | |
|---|---|
| <input checked="" type="checkbox"/> AL Albania | <input checked="" type="checkbox"/> LS Lesotho |
| <input checked="" type="checkbox"/> AM Armenia | <input checked="" type="checkbox"/> LT Lithuania |
| <input checked="" type="checkbox"/> AT Austria | <input checked="" type="checkbox"/> LU Luxembourg |
| <input checked="" type="checkbox"/> AU Australia | <input checked="" type="checkbox"/> LV Latvia |
| <input checked="" type="checkbox"/> AZ Azerbaijan | <input checked="" type="checkbox"/> MD Republic of Moldova |
| <input checked="" type="checkbox"/> BA Bosnia and Herzegovina | <input checked="" type="checkbox"/> MG Madagascar |
| <input checked="" type="checkbox"/> BB Barbados | <input checked="" type="checkbox"/> MK The former Yugoslav Republic of Macedonia |
| <input checked="" type="checkbox"/> BG Bulgaria | <input checked="" type="checkbox"/> MN Mongolia |
| <input checked="" type="checkbox"/> BR Brazil | <input checked="" type="checkbox"/> MW Malawi |
| <input checked="" type="checkbox"/> BY Belarus | <input checked="" type="checkbox"/> MX Mexico |
| <input checked="" type="checkbox"/> CA Canada | <input checked="" type="checkbox"/> NO Norway |
| <input checked="" type="checkbox"/> CH and LI Switzerland and Liechtenstein | <input checked="" type="checkbox"/> NZ New Zealand |
| <input checked="" type="checkbox"/> CN China | <input checked="" type="checkbox"/> PL Poland |
| <input checked="" type="checkbox"/> CU Cuba | <input checked="" type="checkbox"/> PT Portugal |
| <input checked="" type="checkbox"/> CZ Czech Republic | <input checked="" type="checkbox"/> RO Romania |
| <input checked="" type="checkbox"/> DE Germany | <input checked="" type="checkbox"/> RU Russian Federation |
| <input checked="" type="checkbox"/> DK Denmark | <input checked="" type="checkbox"/> SD Sudan |
| <input checked="" type="checkbox"/> EE Estonia | <input checked="" type="checkbox"/> SE Sweden |
| <input checked="" type="checkbox"/> ES Spain | <input checked="" type="checkbox"/> SG Singapore |
| <input checked="" type="checkbox"/> FI Finland | <input checked="" type="checkbox"/> SI Slovenia |
| <input checked="" type="checkbox"/> GB United Kingdom | <input checked="" type="checkbox"/> SK Slovakia |
| <input checked="" type="checkbox"/> GD Grenada | <input checked="" type="checkbox"/> SL Sierra Leone |
| <input checked="" type="checkbox"/> GE Georgia | <input checked="" type="checkbox"/> TJ Tajikistan |
| <input checked="" type="checkbox"/> GH Ghana | <input checked="" type="checkbox"/> TM Turkmenistan |
| <input checked="" type="checkbox"/> GM Gambia | <input checked="" type="checkbox"/> TR Turkey |
| <input checked="" type="checkbox"/> HR Croatia | <input checked="" type="checkbox"/> TT Trinidad and Tobago |
| <input checked="" type="checkbox"/> HU Hungary | <input checked="" type="checkbox"/> UA Ukraine |
| <input checked="" type="checkbox"/> ID Indonesia | <input checked="" type="checkbox"/> UG Uganda |
| <input checked="" type="checkbox"/> IL Israel | <input checked="" type="checkbox"/> US United States of America |
| <input checked="" type="checkbox"/> IN India | <input checked="" type="checkbox"/> UZ Uzbekistan |
| <input checked="" type="checkbox"/> IS Iceland | <input checked="" type="checkbox"/> VN Viet Nam |
| <input checked="" type="checkbox"/> JP Japan | <input checked="" type="checkbox"/> YU Yugoslavia |
| <input checked="" type="checkbox"/> KE Kenya | <input checked="" type="checkbox"/> ZW Zimbabwe |
| <input checked="" type="checkbox"/> KG Kyrgyzstan | |
| <input checked="" type="checkbox"/> KP Democratic People's Republic of Korea | |
| <input checked="" type="checkbox"/> KR Republic of Korea | |
| <input checked="" type="checkbox"/> KZ Kazakhstan | |
| <input checked="" type="checkbox"/> LC Saint Lucia | |
| <input checked="" type="checkbox"/> LK Sri Lanka | |
| <input checked="" type="checkbox"/> LR Liberia | |

Check-boxes reserved for designating States (for the purposes of a national patent) which have become party to the PCT after issuance of this sheet:

- ☐
- ☐
- ☐

Precautionary Designation Statement: In addition to the designations made above, the applicant also makes under Rule 4.9(b) all other designations which would be permitted under the PCT except any designation(s) indicated in the Supplemental Box as being excluded from the scope of this statement. The applicant declares that those additional designations are subject to confirmation and that any designation which is not confirmed before the expiration of 15 months from the priority date is to be regarded as withdrawn by the applicant at the expiration of that time limit. (Confirmation of a designation consists of the filing of a notice specifying that designation and the payment of the designation and confirmation fees. Confirmation must reach the receiving Office within the 15-month time limit.)

Box No. VI PRIORITY CLAIM				
<input type="checkbox"/> Further priority claim indicated in the Supplemental Box.				
Filing date of earlier application (day/month/year)	Number of earlier application	Where earlier application is:		
		national application: country	regional application: regional Office	international application: receiving Office
item (1) (20.02.98) 20 February 1998	19980714	NORWAY		
item (2) (08.12.98) 8 December 1998	19985731	NORWAY		
item (3)				

☒ The receiving Office is requested to prepare and transmit to the International Bureau a certified copy of the earlier application(s) (only if the earlier application was filed with the Office which for the purposes of the present international application is the receiving Office) identified above as item(s): 1) + 2)

* Where the earlier application is an ARIPO application, it is mandatory to indicate in the Supplemental Box at least one country party to the Paris Convention for the Protection of Industrial Property for which that earlier application was filed (Rule 4.10(b)(ii)). See Supplemental Box.

Box No. VII INTERNATIONAL SEARCHING AUTHORITY		
Choice of International Searching Authority (ISA) (if two or more International Searching Authorities are competent to carry out the international search, indicate the Authority chosen; the two-letter code may be used): ISA / SE	Request to use results of earlier search; reference to that search (if an earlier search has been carried out by or requested from the International Searching Authority):	
	Date (day/month/year)	Number Country (or regional Office)

Box No. VIII CHECK LIST; LANGUAGE OF FILING	
This international application contains the following number of sheets: request : 3 description (excluding sequence listing part) : 5 claims : 3 abstract : 1 drawings : 2 sequence listing part of description : Total number of sheets : 14	This international application is accompanied by the item(s) marked below: 1. <input checked="" type="checkbox"/> fee calculation sheet 2. <input checked="" type="checkbox"/> separate signed power of attorney 3. <input type="checkbox"/> copy of general power of attorney; reference number, if any: 4. <input type="checkbox"/> statement explaining lack of signature 5. <input type="checkbox"/> priority document(s) identified in Box No. VI as item(s): 6. <input type="checkbox"/> translation of international application into (language): 7. <input type="checkbox"/> separate indications concerning deposited microorganism or other biological material 8. <input type="checkbox"/> nucleotide and/or amino acid sequence listing in computer readable form 9. <input checked="" type="checkbox"/> other (specify): Copy of Official Action
Figure of the drawings which should accompany the abstract: 2	Language of filing of the international application: NORWEGIAN

Box No. IX SIGNATURE OF APPLICANT OR AGENT
 Next to each signature, indicate the name of the person signing and the capacity in which the person signs (if such capacity is not obvious from reading the request).


 Jens F.C. Langfeldt
 patent attorney

For receiving Office use only		2. Drawings: <input checked="" type="checkbox"/> received: <input type="checkbox"/> not received:
1. Date of actual receipt of the purported international application:	18 FEB. 1999 (18.02.99)	
3. Corrected date of actual receipt due to later but timely received papers or drawings completing the purported international application:		
4. Date of timely receipt of the required corrections under PCT Article 11(2):		
5. International Searching Authority (if two or more are competent): ISA / SE	6. <input type="checkbox"/> Transmittal of search copy delayed until search fee is paid.	

For International Bureau use only	
Date of receipt of the record copy by the International Bureau:	21 APRIL 1999 (21.04.99)

**FREMGANGSMÅTE OG ANORDNING FOR Å ETABLERE TELENETTBASERT KONTAKT
MELLOM ET UTVALG AV TV-SEERE OG ET ETABLERT SPILLPROGRAM**

Den foreliggende oppfinnelse vedrører en fremgangsmåte og anordning for å kunngjøre
5 til TV-seere via deres TV-apparatskjerm en nøkkelkode til bruk for opprettelse av
telenettbasert kontakt mellom et utvalg av seerne og et etablert spillprogram.

Fremgangsmåter og anordninger av den innledningsvis nevnte type er velkjente og er
tatt i bruk i forbindelse med typiske TV-spill som ligner dataspill og der seeren via sitt
10 telefonapparats tastblokk kan kommunisere med TV-spill programmet. Ofte har TV-
selskapet frembragt på TV-apparatets skjerm et telefonnummer som seerne kan ringe,
og det vil i slike tilfeller bli opp til TV-selskapet å plukke ut de spillerne som skal få
delta. De premier som ofte settes opp i slike TV-spill programmer er relativt moderate.

15 Det har imidlertid vært en hensikt med foreliggende oppfinnelse å tilveiebringe både en
fremgangsmåte og en anordning som muliggjør at TV-selskapet eller spilloperatøren
reelt ikke selv vil ha mulighet til å velge ut hvilke seere som skal få delta i det oppsatte
spillprogram. Likeledes vil den nøkkelkode som TV-seerne må oppfange for eventuelt å
kunne opprette den telenettbaserte kontakten bli valgt vilkårlig, slik at ingen på forhånd
20 vil kunne vite om koden, f.eks. et telefonnummer. Derved vil alle seere reelt sett få
samme mulighet til å koble seg opp til spillprogrammet, men hvor det avgjørende er
med hvilken hastighet dette skjer.

Ifølge oppfinnelsen foreslås det ved den innledningsvis nevnte fremgangsmåte at
25 nøkkelkoden har elementer som hver overføres suksessivt til TV-apparatets skjerm i
form av tegn og/eller symboler, f.eks. tall og/eller bokstaver, innenfor valgte tidsluker i
minst ett TV-program og/eller i minst ett TV-reklameinnslag, og at nøkkelkoden ved
enhver kunngjøring velges automatisk og vilkårlig blant et forutbestemt antall av ulike
nøkkelkoder.

30 Ifølge en foretrukket utførelsesform av fremgangsmåten legges nevnte tidsluker
respektivt innenfor valgte tidsseksjoner av TV-programmet og/eller TV-reklame
innslaget. Som et alternativ til dette kan tidslukene resp. legges innenfor vilkårlig
valgte tidsseksjoner av TV-programmet og/eller TV-reklame innslaget.

35 Ved at nøkkelkoden velges automatisk og vilkårlig blant et forutbestemt antall av ulike
nøkkelkoder, vil enkelte "dyktige" seere ikke lette kunne sitte klar til å ringe et bestemt

nummer så snart TV-selskapet gir anledning til dette. Først når samtlige elementer suksessivt er blitt vist, vil seeren ha kjennskap til nøkkelkoden.

- 5 Utvalget av seere bestemmes som funksjon av et forutbestemt antall av seere som ved bruk av nøkkelkoden først klarer å opprette nevnte kontakt.

- Varigheten og/eller posisjonen av tidslukene innenfor en respektiv tidsseksjon blir, ifølge fremgangsmåten, valgt vilkårlig. Dette betyr at i et TV-reklame innslag kan nevnte tidsluker legges vilkårlig innenfor hvert reklameinnslag, slik at de viste tegn i
10 form av nøkkelkodens elementer fremkommer på skjermen ved ulike tidspunkter i en visningssekvens, hvilket betyr at seeren må følge med i hele visningssekvensen for å kunne oppfange hvilket nøkkelkodeelement som der fremkommer.

- Videre vil det, ifølge oppfinnelsen være mulig å velge visningsvarigheten og/eller
15 plasseringen av nøkkelkodeelementene innenfor den respektive tidsluke på en vilkårlig måte. Dette betyr at f.eks. de første tegn i nøkkelkoden kan vises med relativt lang varighet, mens de siste tegnene vises med meget kort varighet og på et vilkårlig utsnitt av det viste TV-program eller TV-reklame innslag.

- 20 Den vilkårlige velgingen utføres hensiktsmessig ved hjelp av en automatisk virkende velgerinnretning, slik at eksempelvis personer ansatt i TV-selskapet ikke foretar slikt valg manuelt. Derved hindres at ansatte i TV-selskapet skal kunne mistenkes for å kunne gi enkelte seere lettere adgang til spillprogrammet, f.eks. et TV-spill.
- 25 Ifølge oppfinnelsen kan seerne opprette nevnte kontakt med TV-kanaloperatøren eller spillprogramoperatøren via telefonnett eller datamaskin-kommunikasjonsnett.

- Den innledningsvis nevnte anordning kjennetegnes ved en nøkkelkodegenerator som genererer nøkkelkodens elementer og overfører hvert av disse suksessivt til TV-
30 apparatet i form av tegn og/eller symboler, f.eks. tall og/eller bokstaver, innenfor valgte tidsluker i minst ett TV-program og/eller i minst ett TV-reklameinnslag, idet nøkkelkodegeneratoren er innrettet til ved enhver nøkkelkodekunngjøring å velge nøkkelkoden vilkårlig blant et forutbestemt antall av ulike nøkkelkoder, og en telenettlinjekobler for å koble til spillprogrammet et forutbestemt antall av TV-seere
35 som ved bruk av nøkkelkoden først klarer å opprette nevnte kontakt.

Ifølge en utførelsesform av anordningen ligger de nevnte tidsluker respektivt innenfor valgte tidsseksjoner av TV-programmet og/eller TV-reklame innslaget.

Eventuelt kan tidsseksjonene være vilkårlig valgte.

5

En tidslukegenerator er tilveiebragt for å bestemme en tidslukes plassering innenfor en respektiv tidsseksjon. Videre er en tidsseksjonsgenerator tilveiebragt for å bestemme tidsseksjonenes plassering innenfor TV-programmet og/eller TV-reklame innslaget.

- 10 De nevnte nøkkelkoder kan fullstendig eller delvis utgjøre f.eks. sifre i et telefonnummer, symboler, bokstaver eller kombinasjoner av slike

Tidslukegeneratoren er tilveiebragt for vilkårlig å velge varighet og/eller plassering av tidslukene innenfor en respektiv tidsseksjon.

15

Videre vil det være fordelaktig å la nøkkelkode-generatoren være innrettet til vilkårlig å velge visningsvarigheten og/eller posisjonen av nøkkelkodeelementene innenfor en respektiv tidsluke.

- 20 Oppfinnelsen skal nå nærmere forklares under henvisning til de vedlagte tegningsfigurer, idet disse viser en for oppfinnelsen ikke-begrensende utførelsesform.

Fig. 1 viser et tidsdiagram for å anskueliggjøre oppfinnelsen.

- 25 Fig. 2 viser et typisk, forenklet kretsskjema over anordningen, ifølge oppfinnelsen.

På fig. 1 er det med henvisningstallet 1 angitt den for eksemplet valgte nøkkelkode, nemlig tallet 58213. Disse tall, som utgjør eksempelvis de fem siste sifre i et telefonnummer, f.eks. 800 58213, skal presenteres innenfor et TV-program eller et TV-reklame innslag, f.eks. oppdelt i fem tidsseksjoner I, II, III, IV og V. I det valgte eksempel har disse fem tidsseksjoner et innbyrdes varighetsforhold lik 4,0: 2,5: 6,0: 3,5: 5,0. Disse tidsseksjoner som kan bestemmes av f.eks. et pulstog 2. Tidslukene innenfor hvilke de respektive nøkkelkodeelementer skal vises, kan bestemmes av eksempelvis et pulstog som angitt med henvisningstallet 3.

På denne måten er det mulig ikke bare å bestemme hvor i tidsvarigheten av et TV-innslags sekvens nøkkelkodeelementet skal vises, men også varigheten av en slik visning, styrt av pulsbredden på hver av pulsene 3.

- 5 For å kunne utføre oppfinnelsen foreslås det tilveiebragt en nøkkelkode-generator 4 som er i stand til å generere nøkkelkodens 1 elementer vilkårlig blant et forutbestemt antall av forhåndslagret, ulike nøkkelkoder som er knyttet til et tilgjengelig antall alternative telefonlinjer 5. Synkroniseringspulser 6 føres til en inngang på generatoren 4 og samtidig til en TV-program eller TV-reklame frembringer, f.eks. en videospiller 7, CD
10 ROM stasjon, filmfremviser eller TV-kamera. Den vilkårlig valgte nøkkelkode, f.eks. en sifferrekke, i dette tilfellet 800 58213 tilføres en linjekobler 8, slik at kun den korrekte linjetilkoblingsenhet 9 for det aktuelle telefonnummer blir tilkoblet. Generatoren 4 står også i forbindelse med en tidsseksjonsgenerator 10 som bestemmer tidsseksjonene innenfor hvilke de angjeldende nøkkelkode-elementer skal fremkomme.
- 15 For ytterligere å spesifisere plasseringen og varigheten av hvert nøkkelkodeelement innenfor en tidsseksjon er også tilveiebragt en tidslukegenerator 11 som kan være av en type som vilkårlig bestemmer tidslukens plassering i tidsseksjonen og tidslukens varighet. De signaler som fremkommer fra generatoren 4 samt fra det TV-program eller TV-innslag som samtidig avspilles føres til en videoblander 12 og derfra til en
20 sendeenhet 13, enten for trådløs kommunikasjon via en sendeantenne 14 til en mottaksantenne 15 på et TV-apparat 16, eller via en kabelforbindelse 17 mellom senderen 13 og TV-apparatet 16. Den trådløse kommunikasjonen kan også skje via en satellitt (ikke vist).
- 25 Når seeren har observert samtlige elementer i nøkkelkoden, slik som f.eks. en sifferrekke, må vedkommende seer eller seere slå det riktige nummer på tastblokken 18 av brukerens telefonapparat 19. I det valgte, ikke begrensede eksempel, har man tenkt at kun fem av de seere som først oppretter kontakt vil få tilgang til TV-selskapets TV-spill. Linjekobleren 8 danner forbindelse med et sentralt grensesnitt 20 for tilpasning
30 mellom signaler fra tastblokken 18 og en etter grensesnittet 20 innkoblet datamaskin 21 som inneholder den nødvendige programvare for det TV-spill som skal utføres av seerne. Den seer som best løser de problemer og oppgaver som gis i TV-spillet vil bli registrert med sitt telefonnummer i en registrator 22 tilkoblet datamaskinen 21. Denne registrator kan eventuelt inneholde et sentralt telefonregister (f.eks. lagret på CD-ROM)
35 for ved kåring av vinner i TV-spillet å kunne fremvise på skjermen vinnerens navn.

Innenfor oppfinnelsens ramme vil det selvsagt være mulig å modifisere den krets som er vist på fig. 2 uten derved særlig å avvike fra oppfinnelsens idé og omfang.

- Som alternativ til å bruke telefonapparat for å etablere kontakt via telenettet, kan det
5 brukes f.eks. en PC 23 med tastatur 23' som kommuniserer med prosessoren 21 via en
datatjener 24 ved bruk av dataveier 26, 27, 28 angitt med bokstaven F. Andre PC'er
(ikke vist) kan kommunisere på tilsvarende måte, men kun et utvalg av PC'ene får
tilgang til prosessoren 21.
- 10 Kommunikasjonen fra sentralen til seeren kan eventuelt gjøres hørbar via
telefonapparatet eller interaktivt optisk via TV-skjermen eller i retur via PC-skjermen
23".
- Selv om det vil fremgå av det ovenstående at TV-selskapet kan administrere et
15 spillprogram, enten hørbart eller visuelt, skal det forstås at en separat spillobservatør
like gjerne kunne ha ivaretatt slik administrering.

P a t e n t k r a v

1.

5 Fremgangsmåte for å kunngjøre til TV-seere via deres TV-apparatskjerm en nøkkelkode til bruk for opprettelse av telenettbasert kontakt mellom et utvalg av seerne og et etablert spillprogram,

k a r a k t e r i s e r t v e d

at nøkkelkoden har elementer som hver overføres suksessivt til TV-apparatets skjerm i form av tegn og/eller symboler, f.eks. tall og/eller bokstaver, innenfor valgte tidsluker i
10 minst ett TV -program og/eller i minst ett TV-reklameinnslag, og at nøkkelkoden ved enhver kunngjøring velges automatisk og vilkårlig blant et forutbestemt antall av ulike nøkkelkoder.

2.

15 Fremgangsmåte som angitt i krav 1, k a r a k t e r i s e r t v e d at nevnte tidsluker respektivt legges innenfor valgte tidsseksjoner av TV-programmet og/ eller TV-reklameinnslaget.

3.

20 Fremgangsmåte som angitt i krav 1, k a r a k t e r i s e r t v e d at nevnte tidsluker respektivt legges innenfor vilkårlig valgte tidsseksjoner av TV-programmet og/ eller TV-reklameinnslaget.

4.

25 Fremgangsmåte som angitt i krav 1, 2 eller 3, k a r a k t e r i s e r t v e d at utvalget av seere bestemmes som funksjon av et forutbestemt antall av seere som ved bruk av nøkkelkoden først klarer å opprette nevnte kontakt.

5.

30 Fremgangsmåte som angitt i krav 1, 2, 3 eller 4, k a r a k t e r i s e r t v e d at varigheten og/ eller posisjonen av nevnte tidsluker innenfor en respektiv tidsseksjon velges vilkårlig.

6.

35 Fremgangsmåte som angitt i ett eller flere av de foregående krav, k a r a k t e r i s e r t v e d at visningsvarigheten og/eller plasseringen av nøkkelkodeelementene innenfor en respektiv tidsluke velges vilkårlig.

7.

Fremgangsmåte som angitt i ett eller flere av kravene 2 - 6, k a r a k -
t e r i s e r t v e d at nevnte vilkårlige velging utføres ved hjelp en
5 automatisk virkende velgerinnretning.

8.

Fremgangsmåte som angitt i krav 4, k a r a k t e r i s e r t v e d
at seerne oppretter nevnte kontakt med TV-kanaloperatøren eller
10 spillprogramoperatøren via telefonnett eller datamaskin-kommunikasjonsnett.

9.

Anordning for å kunngjøre til TV-seere via deres TV-apparatskjerm en nøkkelkode til
bruk for opprettelse av telenettbasert kontakt mellom et utvalg av seerne og et etablert
15 spillprogram,

k a r a k t e r i s e r t v e d
en nøkkelkodegenerator som genererer nøkkelkodens elementer og overfører hvert av
disse suksessivt til TV-apparatet i form av tegn og/eller symboler, f.eks. tall og/eller
bokstaver, innenfor valgte tidsluker i minst ett TV -program og/eller i minst ett TV-
20 reklameinnslag, idet nøkkelkodegeneratoren er innrettet til ved enhver
nøkkelkodekunngjøring å velge nøkkelkoden vilkårlig blant et forutbestemt antall av
ulike nøkkelkoder, og
en telenettlinjekobler for å koble til spillprogrammet et forutbestemte antall av TV-seere
som ved bruk av nøkkelkoden først klarer å opprette nevnte kontakt.

25

10.

Anordning som angitt i krav 9, k a r a k t e r i s e r t v e d at
nevnte tidsluker respektivt ligger innenfor valgte tidsseksjoner av TV-programmet og/
eller TV-reklameinnslaget.

30

11.

Anordning som angitt i krav 9, k a r a k t e r i s e r t v e d at
nevnte tidsluker respektivt ligger innenfor vilkårlig valgte tidsseksjoner av TV-
programmet og/eller TV-reklameinnslaget.

12.

Anordning som angitt i krav 8 eller 9, k a r a k t e r i s e r t
v e d at en tidslukegenerator er tilveiebragt for å bestemme en tidslukes plassering
5 innenfor en respektiv tidsseksjon.

13.

Anordning som angitt i krav 8, 9 eller 10, k a r a k t e r i s e r t
v e d at en tidsseksjons-generator er tilveiebragt for å bestemme tidsseksjonenes
10 plassering innenfor TV-programmet og/eller TV-reklame innslaget.

14.

Anordning som angitt i krav 10 eller 11, k a r a k t e r i s e r t
v e d at en tidslukegenerator er tilveiebragt for vilkårlig å velge varigheten og/
15 eller plasseringen av nevnte tidsluker innenfor en respektiv tidsseksjon.

15.

Anordning som angitt i ett eller flere av de foregående krav, k a r a k -
t e r i s e r t v e d at nøkkelkodeelement-generatoren er innrettet til
20 vilkårlig å velge visningsvarigheten og/eller posisjonen av nøkkelkodeelementene
innenfor en respektiv tidsluke.

Sammendrag

Fremgangsmåte og anordning for å kunngjøre til TV-seere via deres TV-apparatskjerm en nøkkelkode til bruk for opprettelse av telenettbasert kontakt mellom et utvalg av seerne og et etablert spillprogram. Nøkkelkoden har elementer som hver overføres suksessivt til TV-apparatets skjerm i form av tegn og/eller symboler, f.eks. tall og/eller bokstaver, innenfor valgte tidsluker i minst ett TV-program og/eller i minst ett TV-reklameinnslag. Nøkkelkoden velges ved enhver kunngjøring automatisk og vilkårlig blant et forutbestemt antall av ulike nøkkelkoder.

Fig. 2

1/2

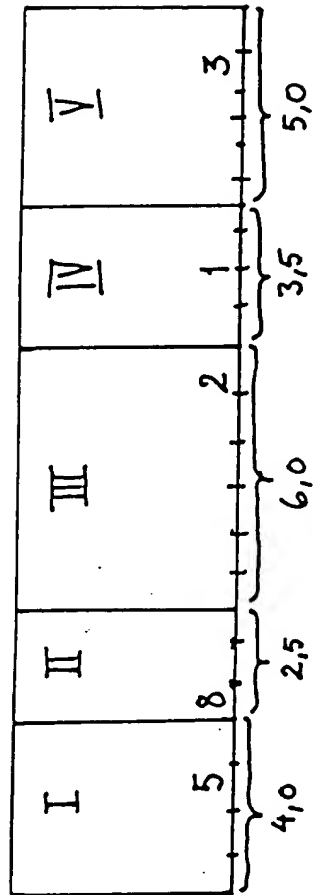
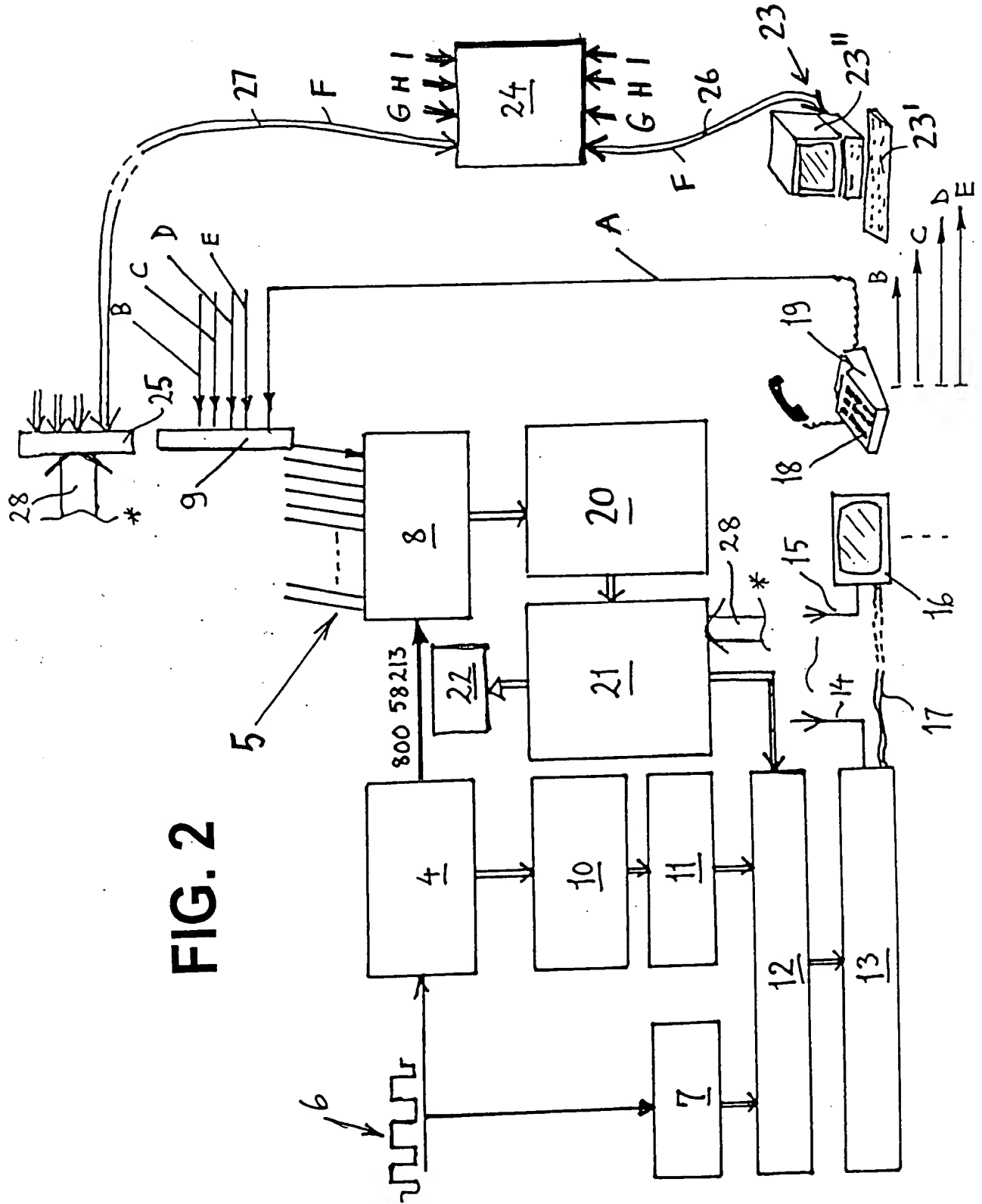


FIG.1

1 —→ 58213

2/2

FIG. 2



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1

**METHOD AND DEVICE FOR ESTABLISHING CONTACT, BASED ON THE
TELECOMMUNICATIONS NETWORK, BETWEEN A SELECTION OF TV-
VIEWERS AND AN ESTABLISHED GAME PROGRAM**

- 5 The present invention relates to a method and device for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program.
- 10 Methods and devices of the type introduced above are well known and are put to use in connection with typical TV games that resemble computer games, where the viewer is able to communicate with the TV game program via the push button unit on his telephone instrument. Often a TV company has produced on the screen of the TV set a telephone number that viewers may call, and in such cases it would be up to the TV
- 15 company to select the players who would be allowed to participate. The prizes that are often offered in these types of TV game programs are relatively moderate.

It has been an objective with the present invention, however, to provide both a method and a device which makes it possible to ensure that neither the TV company nor the

20 game operator itself would in reality have the possibility of choosing which viewers would be allowed to participate in the scheduled game program. Similarly, the key code that the TV viewers would have to pick up in order to establish contact based on the communications network would be selected at random, meaning that no one would be able to know the code, e.g., a telephone number, ahead of time. Thus, all viewers

25 would in reality have the same opportunity to connect up with the game program, whereas the decisive factor would be the speed at which this occurs.

According to the invention it is suggested that, in the method introduced above, the key code will contain elements which are each transmitted in succession to the screen of the

30 TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot, and that the key code for every announcement is selected automatically and randomly among a predetermined number of different key codes.

- 35 According to a preferred embodiment of the method, said time slots are respectively placed within selected time units of the TV program and/or the TV commercial spot.

As an alternative to this, the time slots may be respectively placed within randomly selected time units of the TV program and/or the TV commercial spot.

The feature that the key code is selected automatically and randomly among a predetermined number of different key codes would make it more difficult for certain "clever" viewers to sit in readiness to ring a specific number as soon as the TV company provides the opportunity. Only when all the elements have been shown in succession would the viewer gain knowledge of the key code.

- 10 The selection of viewers is determined as a function of a predetermined number of viewers who by using the key code first manage to establish the aforementioned contact.

- 15 The duration and/or position of the time slots within a respective time unit would, according to the method, be randomly selected. This means that in a TV commercial spot said time slots can be placed at random within each commercial spot so that the signs/symbols displayed in the form of the key code elements appear on the screen at various points of time in a display sequence, which means that the viewers must pay attention to the entire display sequence in order to pick up the specific key code element
20 presented there.

- Furthermore, it would be possible according to the invention to select the duration of the display and/or the placement of the key code elements within the respective time slot in a random manner. This means that, for example, the first sign or symbol in the
25 key code could be displayed with a relatively long duration, while the last signs are shown with very short duration and in a random section from the TV program or TV commercial being shown.

- The random selection is expediently done with the aid of an automatically operating selection device, ensuring that persons employed by the TV company, for example,
30 cannot make such a selection manually. The possibility that employees of the TV company might be suspected of giving certain viewers easier access to the game program, e.g., a TV game, is thus avoided.

- 35 According to the invention the viewers are able to establish the aforementioned contact with the TV channel operator or game program operator via the telephone network or a computer communications network.

The device introduced above is characterized by a key code generator which generates the elements of the key code and transmits each of these in succession to the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots
5 in at least one TV program and/or in at least one TV commercial spot, said key code generator being designed to select the key code randomly among a predetermined number of different key codes for every key code announcement, and a line connector in the telecommunications network for connecting with the game program a predetermined number of TV viewers who by using the key code first manage to
10 establish said contact.

According to an embodiment of the device, said time slots respectively lie within selected time units of the TV program and/or the TV commercial spot.

15 Alternatively, the time units may be randomly selected.

A time slot generator is provided to determine the placement of a time slot within a respective time unit. Further, a time unit generator is provided to determine the placement of the time units within the TV program and/or the TV commercial spot.

20

The said key codes can be made up completely or partially of, e.g., digits in a telephone number, symbols, letters or combinations thereof.

The time slot generator is provided to choose at random the duration and/or placement
25 of the time slots within a respective time unit.

Furthermore, it would be advantageous to have the key code generator be designed to randomly select the duration of the display and/or the position of the key code elements within a respective time unit.

30

The invention will now be explained in more detail with reference to the attached figures, said figures illustrating a non-restrictive embodiment of the invention.

Figure 1 shows a time diagram for the visualization of the invention.

35

Figure 2 shows a typical, simplified circuit pattern for the device, according to the invention.

On Figure 1 the key code selected for the example is indicated by reference numeral 1, this being the number 58213. These figures which, for example, make up the last five digits of a telephone number, e.g., 800 58213, are to be presented within a TV program or a TV commercial spot, e.g., broken up into five time units I, II, III, IV and V. In the chosen example, the durations of these five time units have a proportional relationship of 4.0: 2.5: 6.0: 3.5: 5.0. These time units can be determined by, e.g., a pulse train 2. The time slots within which the respective key code elements are to be displayed can be determined, for example, by a pulse train as indicated with reference numeral 3.

10

In this way it is possible to determine not only where in the time duration for a TV program sequence the key code element will be shown, but also the duration of such a display, governed by the pulse width of each of the pulses 3.

15 In order to perform the invention, it is suggested that there be provided a key code generator 4 capable of generating at random the elements of the key code 1 among a predetermined number of different, previously stored key codes which are linked to an available number of alternative telephone lines 5. Synchronizing pulses 6 are sent to an input on the generator 4 and simultaneously to a TV program or TV commercial producer, e.g., a video cassette recorder 7, CD ROM station, film projector or TV camera. The randomly selected key code, e.g., a series of digits, in this case 800 58213, is fed into a line connector 8, in such a way that only the correct line-connector unit 9 for the relevant telephone number is connected. Generator 4 is also in communication with a time unit generator 10 which determines the time units within which the key code elements in question shall appear. To further specify the placement and duration of each key code element within a time unit, there is also provided a time slot generator 11 which may be of a type that arbitrarily determines the placement of the time slot in the time unit and the duration of the time slot. The signals emerging from generator 4 and from the TV program or TV commercial spot simultaneously being played back is sent to a video mixer 12 and from there to a transmitter unit 13, either for wireless communication via a transmission antenna 14 to a receiving antenna 15 on a TV set 16, or via a cable connection 17 between transmitter 13 and TV set 16. The wireless communication may also take place via a satellite (not shown).

35 When the viewer has observed all the elements in the key code, such as, e.g., a series of digits, the viewer(s) in question must dial the correct number on the push button unit 18 of the user's telephone instrument 19. In the chosen, non-restrictive example, the idea is

that only five of the viewers who first establish contact will gain access to the TV company's TV game. Line connector 8 forms a connection with a central interface 20 for adaptation between the signals from the push button unit 18 and a computer 21, connected to the system after interface 20, containing the software necessary for the TV game that is to be played by the viewers. The viewer who is most successful at solving the problems and tasks presented in the TV game will be registered by his telephone number in a register 22 connected to computer 21. This register can optionally contain a central telephone index (e.g., stored on a CD-ROM) to enable the winner's name to be displayed on the screen when the TV game winner is announced.

10

Within the scope of the invention it would, of course, be possible to modify the circuit shown on Figure 2 without thereby deviating to any significant extent from the idea and scope of the invention.

15

As an alternative to the use of the telephone to establish contact via the telecommunications network, there may be used, e.g., a PC 23 with a keyboard 23' which communicates with the computer processor 21 via a data server 24 by using data paths 26, 27, 28 indicated by the letter F. Other PC's (not shown) are able to communicate in a similar manner, but only a selection of the PC's would have access to processor 21.

20

Communication from the central unit to the viewer can optionally be made audible via the telephone instrument or interactively optical via the TV screen or reciprocally via the PC visual display unit 23".

25

Although it will be apparent from the above that the TV company is able to administer a game program, either audibly or visually, it will be understood that a separate game observer could just as well have provided for this type of administration.

P a t e n t C l a i m s

1.

A method for announcing to TV viewers via the screen of their TV set a key code for
5 use in establishing contact, based on the telecommunications network, between a
selection of viewers and an established game program,
c h a r a c t e r i z e d i n t h a t
the key code contains elements that are each transmitted in succession to the screen of
the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within
10 selected time slots in at least one TV program and/or in at least one TV commercial
spot, and that the key code for every announcement is selected automatically and
randomly among a predetermined number of different key codes.

2.

15 A method as disclosed in claim 1, c h a r a c t e r i z e d i n t h a t said time slots are
respectively placed within selected time units of the TV program and/or the TV
commercial spot.

3.

20 A method as disclosed in claim 1, c h a r a c t e r i z e d i n t h a t said time slots are
respectively placed within randomly selected time units of the TV program and/or the
TV commercial spot.

4.

25 A method as disclosed in claim 1, 2 or 3, c h a r a c t e r i z e d i n t h a t the selection
of viewers is determined as a function of a predetermined number of viewers who by
using the key code first manage to establish said contact.

5.

30 A method as disclosed in claim 1, 2, 3 or 4, c h a r a c t e r i z e d i n t h a t the duration
and/or the position of said time slots within a respective time unit is selected at random.

6.

35 A method as disclosed in one or more of the preceding claims, c h a r a c t e r i z e d i
n t h a t the duration of the display and/or the placement of the key code elements within
a respective time slot is selected at random.

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7.

A method as disclosed in one or more of the claims 2 - 6, characterized in that said random selection is done with the aid of an automatically operating selection device.

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8.

A method as disclosed in claim 4, characterized in that the viewers establish said contact with the TV channel operator or the game program operator via a telephone network or a computer communications network.

10

9.

A device for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program,

15 characterized by

a key code generator which generates the elements of the key code and transmits each of these in succession to the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot, said key code generator being designed to select the key code randomly among a predetermined number of different key codes for every key code announcement, and

20

a line connector in the telecommunications network for connecting to the game program a predetermined number of TV viewers who by using the key code first manage to establish said contact.

25

10.

A device as disclosed in claim 9, characterized in that said time slots respectively lie within selected time units of the TV program and/or the TV commercial spot.

30

11.

A device as disclosed in claim 9, characterized in that said time slots respectively lie within randomly selected time units of the TV program and/or the TV commercial spot.

35

12.

A device as disclosed in claim 8 or 9, characterized in that a time slot generator is provided to determine the placement of a time slot within a respective time unit.

5

13.

A device as disclosed in claim 8, 9 or 10, characterized in that a time unit generator is provided to determine the placement of the time units within the TV program and/or the TV commercial spot.

10

14.

A device as disclosed in claim 10 or 11, characterized in that a time slot generator is provided to select at random the duration and/or the placement of said time slots within a respective time unit.

15

15.

A device as disclosed in one or more of the preceding claims, characterized in that the key code generator is designed to select at random the duration of the display and/or the position of the key code elements within a respective time slot.

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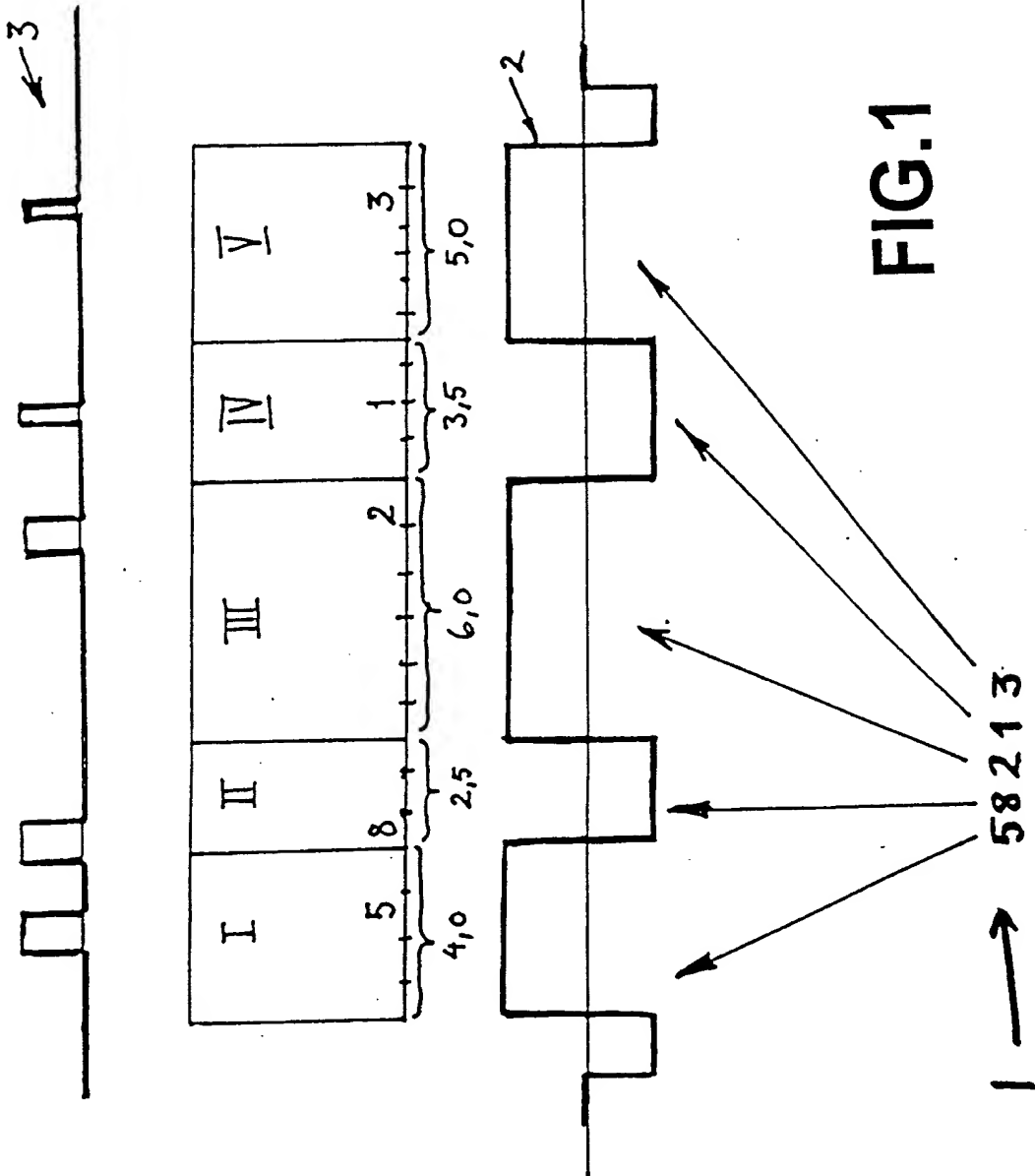
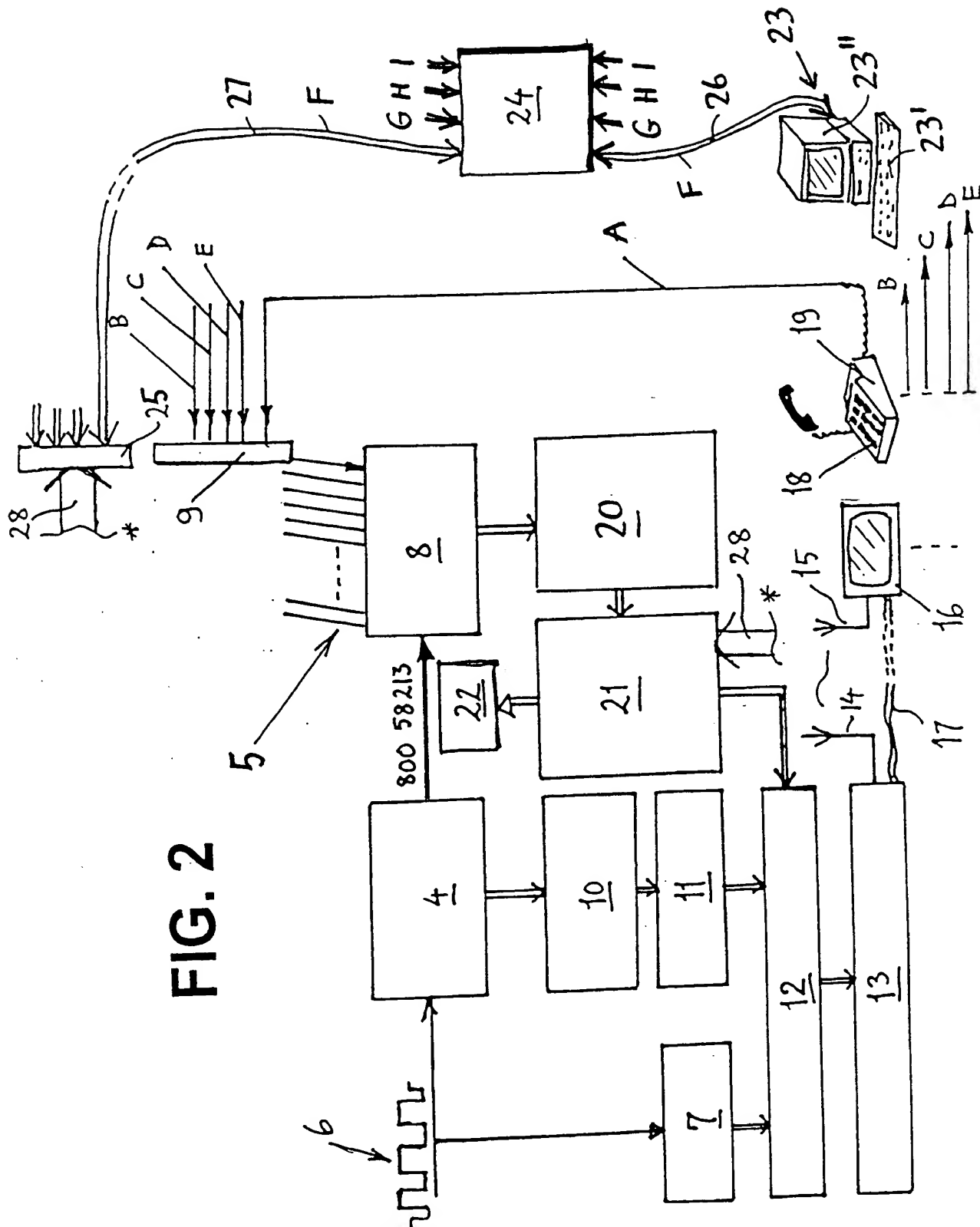


FIG. 1

2/2

FIG. 2



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INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference E06996 JFL/JB	FOR FURTHER ACTION see Notification of Transmittal of International Search Report (Form PCT/ISA/220) as well as, where applicable, item 5 below.	
International application No. PCT/NO 99/00053	International filing date (<i>day/month/year</i>) 18 February 1999	(Earliest) Priority Date (<i>day/month/year</i>) 20 February 1998
Applicant Morten Nyborg a.s et al		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

☒ It is also accompanied by a copy of each prior art document cited in this report.

1. ☐ Certain claims were found unsearchable (See Box I).
2. ☐ Unity of invention is lacking (See Box II).
3. ☐ The international application contains disclosure of a nucleotide and/or amino acid sequence listing and the international search was carried out on the basis of the sequence listing
 - ☐ filed with the international application.
 - ☐ furnished by the applicant separately from the international application,
 - ☐ but not accompanied by a statement to the effect that it did not include matter going beyond the disclosure in the international application as filed.
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4. With regard to the title, ☒ the text is approved as submitted by the applicant.
☐ the text has been established by this Authority to read as follows:
5. With regard to the abstract,
 - ☒ the text is approved as submitted by the applicant.
 - ☐ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box III. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.
6. The figure of the drawings to be published with the abstract is:
Figure No. 2 ☒ as suggested by the applicant. ☐ None of the figures.
☐ because the applicant failed to suggest a figure.
☐ because this figure better characterizes the invention.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/NO 99/00053

A. CLASSIFICATION OF SUBJECT MATTER

IPC6: A63F 9/22 // H04N 7/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC6: A63F, H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

SE,DK,FI,NO classes as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPODOC, WPI

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 9320914 A1 (THE ARENAS GROUP), 28 October 1993 (28.10.93), page 5, line 23 - line 34; page 7, line 21 - line 29; page 11, line 15 - page 12, line 2, page 13, line 3 - line 24, see claims 2,6,7, 8,11,12 --	1-15
A	US 5545088 A (EDWARD A. KRAVITZ ET AL), 13 August 1996 (13.08.96) --	1-15
A	WO 9405117 A1 (DTMF TELEVISION), 3 March 1994 (03.03.94) --	1-15

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"O" document referring to an oral disclosure, use, exhibition or other means

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"X" document of particular relevance: the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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Date of the actual completion of the international search

15 July 1999

Date of mailing of the international search report

19 -07- 1999

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/NO 99/00053

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5719619 A (YOSHITSUGU HATTORI ET AL), 17 February 1998 (17.02.98) --	1-15
A	US 5679077 A (TERRENCE POCOCK ET AL), 21 October 1997 (21.10.97) --	1-15
A	EP 0745412 A1 (TWO WAY TV LIMITED), 4 December 1996 (04.12.96) -- -----	1-15

INTERNATIONAL SEARCH REPORT
Information on patent family members

01/06/99

International application No.

PCT/NO 99/00053

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				US	5271626 A	21/12/93
US	5545088	A	13/08/96	NONE		
WO	9405117	A1	03/03/94	AU	5014493 A	15/03/94
				US	5537143 A	16/07/96
US	5719619	A	17/02/98	JP	8163539 A	21/06/96
US	5679077	A	21/10/97	AU	6652796 A	12/03/97
				WO	9706866 A	27/02/97
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